

TO: WIB Directors
Fiscal Agents

FROM: Elizabeth Bedwell, Deputy Commissioner
Field Operations

DATE: December 21, 2001

SUBJECT: DWD Communication 2001-20

RE: Workforce Investment Act (WIA) Incentive Grants

Background

On May 3, 2001 the US Department of Labor made approximately \$1.3 million available to the State of Indiana “for exceeding performance levels, agreed to by the Secretaries, Governor and State Education Officer, for outcomes in State operated employment and adult education programs. The goals included placement after training, retention in employment, and improvement in literacy levels, among other measures.” The source of funds is WIA Title V, Section 503, Incentive Awards.

Funds must be used for allowable WIA Title I and II activities and services. All applicable rules, regulations and OMB Circulars are in effect for expenditure of these funds. Prior approval from DWD is required for certain items of cost, per applicable Office of Management and Budget (OMB) circulars. Requests for prior approval should be made to Virginia Harrold 317/232-7373 per Department of Workforce Development’s (DWD’s) Communication #99-27 dated 12/2/99.

Matching Requirement

DWD is requiring a 1:1 cash match of all the incentive funds made available under this communication. The match can be achieved using federal and/or non-federal cash. Matching funds may include local WIA/WtW allocations but shall not include additional, subsequent fund allocations of any source from the Department of Workforce Development. Match compliance must be met during the life of the grant. Documentation of match must be maintained for audit and monitoring purposes but need not be reported to DWD until the final closeout report is submitted. The use of the match funds must be the same as the use of the incentive funds. Match funds may only be used to satisfy a match requirement one time. The purpose of the match is to leverage local resources.

Incentive Fund Use

WorkOne Marketing - Each workforce investment board is allocated \$17,000 so they can market the WorkOne System within their local areas. Each area can access the \$17,000

for the specific purpose of marketing the WorkOne system during the time frame of February 1, 2002 through June 30, 2003. Marketing materials produced with these funds must adhere to the requirements set forth in the WorkOne style guide issued by DWD. Questions regarding the style guide may be referred to Diane Wieland, DWD Marketing and Communications at 317/232-6699.

East Central Opportunities, Inc. developed a series of brochures, calendars and marketing materials that are of high quality and could be easily adapted for use by other Indiana workforce service areas. East Central is facilitating access to these materials.

The \$17,000 will be made available for these marketing activities:

- Customization and printing State endorsed marketing materials developed by East Central, although there is no requirement to utilize East Central materials. The vendor utilized by East Central or other printers can be procured. WIBs may develop and print other marketing materials with these incentive funds.
- Producing local television ads, public service announcements, radio and print ads.
- Purchasing signage for WorkOne Centers and WorkOne Express sites.
- Other activities that promote WorkOne services available in the area.

Instructions for Accessing Funding

The following items must be submitted to DWD as part of the grant package:

- WIBs must provide a one-page description of their proposed use of the marketing allocation. DWD understands that plans may be somewhat general at this point but these plans should become more specific as time passes. Letter modifications reflecting such changes will be accepted during the life of the grant, but must be submitted prior to obligation or expenditure of funds.
- A line item budget for the \$17,000 marketing allocation, including the source of match must be submitted.
- Funding is available for use beginning February 1, 2002 through June 30, 2003. No extensions to this grant period will be permitted. Unexpended funds will not be available for re-allocation.
- The grant package is attached.

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Questions concerning the use of the incentive allocations may be directed to John Corcoran, Director of Policy & Planning at 317/232-7595 or by e-mail at: jcorcoran@dwd.state.in.us